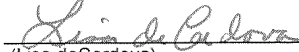


I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: July 22, 2008

Signature:

  
(Lisa deCordova)

Docket No.: 65003/P002US/10312242  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Ajay R. Bam et al.

Application No.: 10/691,459

Confirmation No.: 7339

Filed: October 22, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF GENERATING,  
DISTRIBUTING, AND/OR REDEEMING  
PROMOTIONAL OFFERS USING  
ELECTRONIC DEVICES

Examiner: J. W. Myhre

**INTERVIEW SUMMARY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**APPLICANT'S RECORD UNDER § 713.04 OF TELEPHONE INTERVIEW WITH  
EXAMINER**

Applicant respectfully submits the following record of the telephone interview of June 19, 2008, under M.P.E.P. § 713.04.

The following persons participated in the interview: Examiner James W. Myhre and Applicant's attorney Kirby B. Drake. Applicant's attorney and the Examiner discussed the applied reference, *Narasimhan*, with respect to Applicant's claims. Applicant's attorney discussed how Applicant's invention may be differentiated in one respect from *Narasimhan* as the mobile electronic device of Applicant's invention is wireless. Applicant's attorney and the Examiner did not discuss the mobile electronic device taking the specific form of a cell phone. The Examiner noted that Applicant's proposed amendments may overcome the pending rejection based on the applied reference. The Examiner made reference to other cited but non-applied references as potentially forming the basis for a further rejection of Applicant's claims. No agreement was reached as to the allowability of Applicant's claims during this interview.

Application No.: 10/691,459

Docket No.: 65003/P002US/10312242

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 06-2380, under Order No. 65003/P002US/10312242.

Dated: July 22, 2008

Respectfully submitted,

By 

Kirby B. Drake

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